

KEYSTONE

FLAT FINISH



"Nature's Harmony"

KEYSTONE VARNISH COMPANY

BROOKLYN — NEW YORK

LEEDS — ENGLAND

DIRECTIONS

Mix thoroughly.

The quickest way to mix thoroughly a can of Keystone is to pour off half the contents of the can. Then with a putty knife, stir up what is left. Then add to it what you have poured off and mix again.

Apply with at least a five-inch Black Stucco Flat Brush, thinning it if necessary. *FLOW IT ON*, and do not work or brush it out like ordinary paint because it will smooth out itself.

Give new walls or ceilings or new woodwork a priming coat of a mixture of 1 gallon Keystone and 3 qts. of Keystone Preparatory Liquid.

If Keystone works heavy under the brush, thin it with some turpentine; the results will be more satisfactory.

To wash Keystone use Keystone Wall Cleaner or dissolve one-half pound of oxalic acid in one gallon of lukewarm water; apply on surface, then wash off with soap and water—use gasoline for lead and indelible pencil marks.

Do not use a dark color for finish over a white priming; have the color of the first coat as near the finish as you can. Before applying to woodwork, kill the knots with shellac.

To tint white Keystone, use colors ground in oil.

For Iron Work, it can be brushed or thinned and used as dipping. Metal or steel ceilings can be finished with a "Rubbing in" brush.

Makes a perfect coat for Iron as well as Wood.

On floors mix in equal quantities with Keystone Floor Varnish. Will outwear any floor paint.

If gloss finish is required, use a priming coat of Keystone and over it Keystone Enamel.

For outside, use the outside quality. If you use it over Kalsomine add a quart of oil to the gallon. In Yacht Work use it inside only.

To apply over Wallpaper, use it as it is, but the finish will be more satisfactory if you take off the paper.

If more than one coat is used, allow at least 48 hours between coats.

Prime new Plaster with Keystone Preparatory Liquid and Keystone. Follow Directions.

ORIGINAL

WASHABLE

KEYSTONA
FLAT FINISH

"Patented March 22nd, 1910"

"An Oil Paint without Gloss"

FOR USE ON

Plastered Walls, Metal Ceilings, Woodwork, over Wallpaper, Burlap, Canvas, Galvanized Iron and for Undercoats for enamel.

KEYSTONA overcomes in every way any objections ever raised against any of the wall finishes. It is easy to apply, has no glossy spots, shows no laps, will not sag, a light tint may be applied over a dark one, will not fade or change color behind pictures or furniture, goes almost twice as far as a gallon of any other paint, is sanitary, germ and vermin-proof, stops Fire Cracks and saves money in both material and cost of labor.

If you are a painter and object to using Keystona it is only because you have never tried it. The priming which we propose, made out of KEYSTONA and Preparatory Liquid (see directions) is the priming which any painter would put together himself.

Most painters believe that on a wall some lead priming must be put on first. The primer that we advise using is one that was worked out by one of our largest master painters after months of experiment and is positively the best primer for a wall that can be put together. After you get this primer on, apply one or two coats of KEYSTONA and you will get a perfect finish every time.

After we produced this wonderful flat paint product and met with unbounded success in its introduction, many others undertook to imitate it with the result that the consumer is often persuaded to take a flat paint which does not produce results. It is no trouble to make a flat paint—but as yet none have been able to produce anything equal to KEYSTONA.

KEYSTONA is as WASHABLE as marble while the counterfeits will not stand washing without the color washing off with the cloth or sponge, and if you rub them quickly with your finger or a dry cloth, they will gloss immediately.

KEYSTONA is manufactured only by the Keystone Varnish Company, 71 to 79 Otsego Street, Erie Basin, Brooklyn, N. Y., and Leeds, Eng., from whom you can order directly if your dealer neither carries it in stock nor will obtain it for you. Consumers when ordering should give us their dealer's name and address. Sold in all the standard paint packages, half-pints to barrels.



KEYSTONE

FLAT FINISH

"Patented March 22nd, 1910"

NUMBER

2

61

11

203

26

204

14

202

23

154

60

127

No. 1 Black
No. 2 White

KEYSTONE

FLAT FINISH

"Patented March 22nd, 1910"

NUMBER

12



201



4



72



16



226



22



205



18



114



10



13



We will match any color of drapery exactly for 50c. per gallon extra.
BEWARE OF THE "JUST AS GOOD" KIND

KEYSTON A

FLAT FINISH

" Patented March 22nd, 1910 "

NUMBER

74



206

30



207

6



113

56



81

3



55

53



51

If anyone suggests something cheaper is as good
make comparative test

KEYSTONA

"Patented March 22nd, 1910"

NUMBER

19



326



88



235



17



110



9



15



31



66



5



64



If Keystone shows brush marks it needs more
thinners

KEYSTONA

FLAT FINISH

"Patented March 22nd, 1910"

NUMBER

42



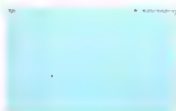
111



36



67



87



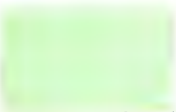
35



28



91



62



63



27



54



Keystona covers 35% more surface and requires fewer coats

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